

Ad Astrae

In the second half of 2022, Peso Pluma charged approximately \$5 per ticket for his concerts in Mexican towns, and if you arrived half an hour early, you could be in the front row. Just a year and a half later, he managed to sneak into Coachella and Billboard, thereby grabbing the "number one" spot on almost any list in front of him.

Did you know that Adele started by uploading her demos to MySpace in 2007? Few noticed at the time, among them her record label. Today, she is a global reference for her lyrics and voice.

In the early nineties, Eminem rapped in the streets of his city, where his audience consisted of friends and companions. His first album received harsh criticism. Well, today he owns 15 Grammys and even an Oscar.

Can you imagine having supported them, and hundreds more great artists, when they were just cover creators on YouTube (or MySpace), street rappers, or a cappella singers in their high schools?

If we don't want to go that far back in time, let's think of BTS. Could you believe how much your money would be worth today if you had invested in them when they had only 100,000 followers? Or even 1 million?

Well, now it's possible to have more contact with and help your favorite musicians, from the smallest and most undervalued to the most famous with fans in 20 languages. Welcome to Ad Astrae!

Why Ad Astrae?

The name is one of the fundamental pieces of any project, whether small like a school assignment or large like a company on Wall Street.

Ad Astra is the first part of the Latin phrase "Ad Astra, Per Aspera," which means "To the stars, through hardships," or better interpreted as "To the stars, through difficulty." This is where we come in! We want all those talents to turn to us to grow, to reach the stars, even with obstacles!

What is it?

Ad Astrae is a project that, with hard work, will become a solid and innovative company. It will offer potentially talented artists the opportunity to fulfill their dreams.

Our main objective is to create "tradable" tokens that follow the performance of new and little-known (rising) artists who require financial assistance and visibility to take the next step in their artistic career. However, we do not limit ourselves to that; if the artist is already big, has obtained the desired resources and reach, but wants to have greater closeness with their community or simply a personal reference, this will be their place.

For each artist listed in our company, a token will be created on a digital contract on the Ethereum network.

These tokens will offer benefits and rewards (from the artist) to those who hold them, while also functioning as assets with economic value; this value is realized by buying and/or selling.

1* Originally, the tokens will be created on Ethereum (ERC-20); however, there is the possibility of migrating later depending on the needs.

Our Objective

We do not aim to be an Ethereum token that you buy because it's fun like a "memecoin" with the risk of being a "Rug Pull"; nor do we seek to be a new store of value proposal like Bitcoin. Our goal is for you to be part of a company that will take all the steps to establish itself as a pioneer in the decentralization of the music industry, monopolized by the big record labels, where talent matters less than money.

There is nothing like this yet; you are facing a unique investment opportunity in its earliest stage, which could revolutionize even the trading markets. We aspire that in the long term, the whole world will hear about us, but above all, about the artists who manage to share their art with millions, with your help and ours.

How does it work?

Talents and stars will be carefully selected (and with the help of experts if they are emerging careers) to be listed. After that, a personal token representing them will be launched, where part of what is raised in the Initial Coin Offering (ICO) or presale, as well as part of the token supply, will be allocated to the future star's expenses.

Subsequently, it will be possible to trade with each artist's coins, whose value will be traced according to the rewards they offer to those who hold them and their underlying value as an artist, that is, the reach they achieve with their music.

As for the rewards, there will be people who—as mentioned before—by holding tokens, become eligible for benefits such as meet and greets, listening to exclusive content, merchandise discounts, among others. More details will follow.

All this will be operated from our platform and website, whose development is underway with the best programmers and IT specialists because we are committed to your security and the security of your investments.

What will the talents use the money for?

During the review phase of applications to be listed, applicants must explain why they want the resources: advertising, tours, acquisition of equipment and/or instruments, payment for rights, or simply for visibility. There are many reasons to use the money!

The best part of this is that by supporting and trusting him or her when no one else did, you could reap great rewards when the financial support takes them to another level, or in the best case, Ad Astra! (To the stars).

Although the official financial figure that will be delivered to the artist will depend on each case and real applicability, we plan for it to be slightly more than 40% of what is raised in the ICO.

What benefits are obtained by holding tokens of the artists in question?

We can list quite a few, but the most relevant are:

A) Greater closeness and contact with the artists. If you acquire tokens from a musician, you can access exclusive benefits. Each star will decide the benefits, but our standard will be:

- Unique merchandise, with possible discounts on it.
- Discounts on concerts.

- Exclusive fan chats.
- Raffles and auctions.
- Voting: Where to perform, what outfit to wear, which song from an album to release first, etc.
- The possibility of participating in videos or music material.
- Meetings, greetings, autograph signings.

Under this framework, we are talking about a fan-token, where if you hold coins based on an artist, you access unique things; and in certain mechanisms, the more coins you hold, the more and better benefits you will achieve. For this reason, buying at the beginning will always be more profitable, as this is the way to reward investors who trust the newest musicians.

B) It is a value investment, slightly speculative. In addition to the direct benefits and rewards, the fundamentals that can raise the token's price are those the artist provides with their career, such as monthly listeners, subscribers, social media followers, awards, etc. Additionally, we have the obvious touch of uncertainty: if they are good enough, it's just a matter of time before the whole world talks about them.

If you invest in an artist, and the resources we offer effectively boost their career, they will become more recognized and offer higher quality in their works, so more people will want to follow their career closely through digital assets, increasing their value, and with it, your investment.

In addition to the injection of money by investors and fans, we intend for the tokens to be deflationary through the buyback and burning of tokens. This will be done to make the tokens more attractive and dynamic, encouraging more people to join this adventure.

C) You are supporting someone's dreams. What better motivation than this?

Practical Example of Ad Astrae

In addition to receiving greetings from Bad Bunny and a possible early "leak" in an exclusive chat for having bought his "BDBN" token...

Imagine there is a new artist, his name is Kirks, and he is 18 years old. You discover him because he decided to list himself on Ad Astrae. You listen to his rap covers and demos and are fascinated by his talent. You read in the biographical section that Kirks is underprivileged, and that the money from his fundraising will go toward purchasing equipment, hiring a manager, recording his first videos, and giving them visibility.

With this information, you decide to buy 10,000 tokens based on Kirks and his career. Of the 50 million total available only during his IPO, each is valued at \$0.05. You decide to invest \$500.

The presale is successful, and \$50,000 is raised exclusively for our star. We help Kirks to use the money wisely, and he becomes famous after a few months. Thanks to the resources we were able to provide together, and of course, his talent, he now has greater visibility due to the large community we have collectively created.

A few months later, he announces that he will do his first national tour and sells out in the first city. Investors, motivated by this, and expecting it to happen in other cities, and even in other parts of the world, speculate on the price, and the token reaches a market capitalization of \$250 million (a reachable goal, if we take into account that it is 1/20th of Pepe or 1/52nd of Cardano in June 2024), so each token rises to \$1.25.

You spent \$500, and now you have \$12,500 (assuming there is a total supply of 200 million, and it is fully circulating). That's 25x, with a good chance of going even higher over time.

Later, you sell half of your tokens, and with the other half, you decide to get a 15% discount on your ticket to his next concert; and that's not all, you win the auction of an exclusive T-shirt that Kirks will autograph when you meet him in person.

All of this is possible thanks to the unique and innovative mechanics that Ad Astrae offers.

Future

Our future looks promising; however, the road will not be easy. We will work tirelessly to provide all users, investors, and talents with a new way to interact and support each other.

Our roadmap consists of three distinct phases:

1) Foundation Phase: Launch of the platform and initial public offering (IPO) of selected talents.

2) Growth Phase: Expansion of talent listings, improvement of user experience, and continuous security enhancements.

3) Expansion Phase: Global reach, partnerships with established record labels, and the potential introduction of new features like artist-led tokenized events and exclusive content drops.

In the long term, we want to become the reference point for all upcoming talents. We want to become the platform where stars are born and fans can actively participate in their journey to fame.

We also intend to introduce a voting system, where token holders can vote on certain decisions regarding the artist's career. This will give fans an unprecedented level of influence and connection with the artists they support.

Security and Transparency

We understand that in the world of cryptocurrency, trust and security are paramount. Therefore, we are committed to operating with the highest standards of transparency and security.

Our smart contracts will be publicly audited by reputable firms, and we will regularly publish reports on the use of funds raised during IPOs.

Additionally, we will implement a two-tiered verification system for artists who wish to list on our platform. This will ensure that only genuine talents with a clear vision and plan for their career can access the resources and support offered by Ad Astrae.

Community

At the heart of Ad Astrae is its community. We believe that the success of any artist depends not only on their talent but also on the support and engagement of their fans.

We will foster a vibrant and active community where fans and artists can interact, share ideas, and collaborate on projects.

Our community will also play a crucial role in the selection and promotion of new talents. We will regularly host events, contests, and voting sessions where the community can help decide which artists should be listed on our platform.

Conclusion

Ad Astrae is more than just a cryptocurrency project; it is a movement. A movement that aims to decentralize the music industry and give power back to the artists and their fans.

By supporting Ad Astrae, you are not just investing in a token; you are investing in the future of music. You are helping to create a world where talent is recognized and rewarded, regardless of background or financial resources.

So join us on this journey, and let's take music to the stars!

Disclaimer:

The examples and figures provided are hypothetical and for illustrative purposes only. The actual performance and rewards will vary depending on the specific artist and their success.

This document does not constitute investment advice, financial advice, trading advice, or any other sort of advice and you should not treat any of the content as such. Do conduct your own due diligence before making any purchase decisions.